

# 2012/2013 ANNUAL REPORT

## Accomplishments

The BC Student Outcomes Research Forum (the Forum), through its working committees and teams, provided oversight of the four annual outcomes surveys conducted in 2012. Findings from these surveys are used by government and institutions for labour market analysis, evaluation, planning, and accountability. Survey results are also available to help students make informed decisions about their personal and economic futures.

### Collecting Outcomes Data

The **2012 Apprenticeship Student Outcomes (APPSO) Survey** was conducted by telephone and online from January to April of 2012 with 3,701 former apprenticeship students from 37 institutions (14 public and 23 private). The response rate was 55 percent.

The **2012 Baccalaureate Graduates Survey (BGS)** collected information from 9,160 graduates of 20 public post-secondary institutions, from September 2011 to January 2012. The survey targeted those who graduated in 2010 and was conducted by telephone and online. The response rate was 51 percent.

The **2012 Diploma, Associate Degree, and Certificate Student Outcomes (DACSO) Survey**, conducted January to June 2012, targeted former students who had completed or nearly completed their programs—15,125 former students from 19 public post-secondary institutions participated by telephone or online. The response rate was 55 percent.

The **2012 Developmental Student Outcomes (DEVSO) Survey** targeted former Adult Basic Education (ABE) students and former domestic English as a Second or Additional Language (ESL) students, who studied at the intermediate level or higher. The survey was conducted from January to April of 2012 by telephone and online. There were 1,762 ABE respondents to the survey, from 18 public post-secondary institutions and 746 ESL respondents from 16 institutions. The response rates were 47 and 49 percent, respectively.

### Sharing Outcomes Data

#### ► With Stakeholders

The Student Outcomes Reporting System (SORS) is a web-based, interactive tool that presents up to ten years of data from the DACSO Survey and up to eight years of data from the APPSO Survey. Some data from the BGS are also included. The information can be accessed using a variety of report types and formats; in the past year, almost 8,000 reports were run by authorized users at B.C.'s public post-secondary institutions and the Ministry of Advanced Education, Innovation and Technology (AEIT).

Data from the 2012 APPSO and the 2011 BGS survey were released through SORS on June 25, 2012. The 2012 DACSO data were released through SORS on November 19, 2012.

The 2012 enhancements included Performance Measures Standard reports showing the AEIT performance measures for APPSO and DACSO. A new Information page was added to each report showing the data source, a survey description, information on the data use policy, and notes on citing BC Student Outcomes data. Also in November of 2012, the APPSO survey data values were re-coded to make them consistent with the DACSO survey data. Having consistent values helps avoid confusion between the two datasets and makes it easier to combine or compare APPSO and DACSO data.

The Student Outcomes website continues to be a key source of information for stakeholders—all Outcomes publications are posted, as are the survey questionnaires. Background information on the Student Outcomes project and the governing documents for the Forum are also available.

Number of SORS reports run from April 1, 2012 to March 31, 2013

APPSO	1,029
BGS	954
DACSO	5,988
Total	7,971

Institutional researchers and Forum members also use SharePoint to exchange files and share information. The Forum teams and committees use it extensively as they conduct their work for the project.

## ► With the Public

The public version of SORS—"Search BC Post-Secondary Student Survey Results"—was developed to provide summary information to program advisors, employment counsellors, faculty members, and potential students and their parents. Any interested member of the public can open the Search Survey Results tool ([outcomes.bcstats.gov.bc.ca/SORSLite/SORSLiteHome.aspx](http://outcomes.bcstats.gov.bc.ca/SORSLite/SORSLiteHome.aspx)) and get Outcomes information for any program that had former students surveyed by DACSO or APPSO.

Number of Search Survey reports run from April 1, 2012 to March 31, 2013

APPSO	675
DACSO	5,979
Total	6,654

The Search Survey Results tool was updated with 2012 data at the same time as the SORS tool. The latest three years of merged DACSO data (2010, 2011, and 2012) were re-

leased November 19, 2012 and the latest three years (2010, 2011, and 2012) of data from the APPSO Survey were released on June 25, 2012. (Private institutions' data collected through APPSO were not included.)

Each year, after the DACSO data are released, updated information is sent for use on two websites that are popular with students and counsellors: Education Planner [www.educationplanner.ca/](http://www.educationplanner.ca/) and Career Cruising [www.careercruising.com/](http://www.careercruising.com/).

## ► For other research and initiatives

### Student Outcomes data were provided:

- For the Open Data initiative, which provides access to thousands of government datasets that are open, machine-readable, searchable, and free.
- For Career Pathfinder, an online labour market tool that links CIP to NOC, showing the relationship between program of study and occupation, sponsored by the Ministry of Jobs, Tourism and Skills Training (JTST).
- For the BC Post-Secondary Supply Model (PSSM), developed by BC Stats and funded by JTST, a tool that

forecasts the number of skilled new entrants B.C.'s public post-secondary system will supply to the labour market.

- For "Success Factors for Trades," a research project sponsored by the Trades Consortium of BC and completed in February 2013. The research was done to support the transitions of trade students from high school to post-secondary education to employment.
- For researchers at post-secondary institutions, policy-makers in government ministries, representatives from education organizations, students, and other individuals who submit requests for Student Outcomes data.

## Using Outcomes Data

### ► 2012/2013 Publications

#### Annual reports:

*2012 Key Outcomes Indicators for BC Diploma, Associate Degree, and Certificate Programs: Survey Results by Institution*

*2012 BGS Reports by Institutions and Discipline*

*2012 BGS Reports by Program Area*

*The 2012 Highlights*

*2012 Developmental Student Outcomes Survey: Report of Findings*

*2012 Apprenticeship Student Outcomes Survey: Report of Findings*

#### Special reports:

*2011 Admissions and Transfer Experiences of Students Continuing their Studies in British Columbia (commissioned by the BC Council on Admissions and Transfer)*

*2011 Baccalaureate Graduates Survey: Report of Findings, The Class of 2006, Five Years After Graduation (commissioned by the Research Universities' Council of BC (RUCBC))*

#### Information paper:

*Alignment of Education and Jobs: Students from B.C.'s Certificate and Diploma Programs*

### Presentation:

*BC Student Outcomes: An Introduction to B.C.'s Post-Secondary Student Surveys*

### Technical Reports:

*2012 APPSO Survey Refusals Analysis*

*2012 DACSO Survey Refusals Analysis*

## Forum Activities

### ► June 2012 Student Outcomes Research Forum Meeting

The theme of the 2012 Forum meeting was **Looking Beyond the Horizon**: How is technology changing? How important are those changes for the Outcomes Project?

For the keynote address, **Emerging trends in data collection**, speakers Daniel Savas, consultant (formerly with Ipsos Reid) and Steve Mossop, President of Insights West, gave an overview of emerging trends, such as online communities, tracking studies, web analytics, and biometrics (the measurement of emotional response). They noted that surveying by public opinion firms remains largely traditional, although social media technology is being used to connect with various audiences. There is a need to move toward greater use of new technologies.

The Forum Technical Team presented the findings of their research on mobile devices and surveying. Their presentation included information from a literature review, data from a survey of mobile device users who tested the DACSO questionnaire, and a summary of analyses prepared by the data collection contractor on platforms used to access the surveys.

The business of the annual Forum meeting included the presentation of the BC Student Outcomes Communications Plan and notification that data sharing agreements between BC Stats and post-secondary institutions would be drafted and signed in the coming year.

### ► Strategic Planning

Work on strategic planning continued throughout the year: the focus was on preparing for a comprehensive review and revision of the plan in 2013/2014. An ad hoc committee for strategic planning developed an environ-

mental scan, using the SWOT technique. The scan was tested at the December BCIRP meeting by collecting feedback from attendees. The scan and other material for planning will be presented at the 2013 Forum meeting.

### ► Advising on other surveys

Survey of Movers Among BC Public Post-Secondary Institutions, a BCCAT-sponsored survey of students who move between institutions, conducted by BC Stats, was completed. A report was released February 18, 2013.

The 2011 Five-Year-Out Baccalaureate Graduates Survey, a RUCBC-sponsored survey, was completed. The data were collected in 2011/2012; a report was released in 2013.

### ► Forum Team and Committee Work 2012/2013

The **survey committees for APPSO, DACSO, and DEVSO** reviewed the 2013 questionnaires and cohort specifications. A decision was made to request an ACE-IT flag be added to respondents in trades programs submitted for the APPSO or DACSO surveys. The **BGS Committee** reviewed and made minor modifications to the 2012 questionnaire.

The **Labour Market Committee** conducted a labour market trend analysis of APPSO data (similar to the analysis done with DACSO data last year); an analysis of BGS data is underway.

In addition to the presentation at the June 2012 Forum meeting, the **Technical Team** researched the use of mobile devices for surveying, reviewed the online version of the surveys, and made recommendations for change. As part of a plan to conduct research with students, they developed a survey for the DACSO cohort to ask about their experience with the Outcomes survey. As well, the Team collected information on data use and cohort issues at a BCIRP meeting.

The **Communications Team** developed and released a presentation—BC Student Outcomes: An Introduction to B.C.'s Post-Secondary Student Surveys (aka "Outcomes 101")—for institutional users. They reviewed all project publications and explored the use of social media, circulating some sample "tweets" to institutions to encourage them to promote the surveys using Twitter.



## Highlights from the 2012 surveys

In 2012, the four student outcomes surveys collected information from 30,266 former post-secondary students across British Columbia.

Of the former apprenticeship students surveyed:

- 85% said the quality of instruction was very good or good
- 83% said their training covered the standards used in their field
- 96% were in the labour force; the unemployment rate was 9%

Of the baccalaureate graduates surveyed:

- 94% said the quality of instruction was very good or good
- 55% took further education; 19% were currently studying full-time
- 87% were in the labour force; 6% were unemployed and 1% had a job lined up

Of the former diploma, associate degree, and certificate students surveyed:

- 79% said the quality of instruction was very good or good
- 74% of former Arts and Sciences students took further education
- 90% of respondents from Applied programs were in the labour force; their unemployment rate was 9%

Of the former developmental students surveyed:

- 87% said the quality of teaching was very good or good
- 71% of ABE respondents and 63% of ESL respondents pursued further education
- 92% said they were very well or somewhat prepared for further education

## Acknowledgements

### ► Forum Committee and Team Chairs, June 2012

APPSO Survey Committee	Jan O'Brien, Okanagan College
BGS Committee	Zareen Naqvi, BCIT
DACSO Survey Committee	Lisa Domae, North Island College
DEVSO Survey Committee	Barb Boese, College of New Caledonia
Labour Market Committee	Zareen Naqvi, BCIT
Strategic Planning Committee	Bob Cowin, Douglas College & Ariana Arguello, Kwantlen Polytechnic University
Communications Team	Patty Beatty-Guenter, AEIT
Technical Team	Karen Buxton, Kwantlen Polytechnic University & Sarah Dunn, BCIT
Management Team	Bob Cowin, Douglas College & Patty Beatty-Guenter, AEIT

The Forum would like to acknowledge the outstanding contribution of long-serving member, Barb Boese, who retired in February 2013. Thank you, Barb, and all the best for a long and happy retirement.

### ► Project Staff

The BC Student Outcomes Research Forum is indebted to BC Stats staff for their conscientious and patient management of the outcomes projects.